

Cala targeting Kuala Lumpur buyers

ITS a long way from Kuala Lumpur to the Granite City, but it is residents of the exotic Malaysian city that Aberdeen-based Cala Homes has its eye on.

The premium house builder has joined forces with international property consultant propertrack.com to showcase its Campus and Rosewell Gardens developments as part of a permanent exhibition hosted by the Kuala Lumpur Retail Property Centre.

With the readjustment of house prices in the UK and greater value on offer, especially from new-build homes, Cala has received a growing number of inquiries about properties from ex-pats and international investors.

Cala Homes North sales and marketing director Andrea Joyce believes the Kuala Lumpur marketing initiative will fuel interest from international buyers. She said: "We now live in a truly global property buying and investing community. With low-cost international travel, property investment has no barriers, and this is an ideal time to build our reputation across a global audience, particularly across Asia."

"This represents an excellent opportunity to showcase Calas prime developments to a key market. In these challenging times, it is becoming increasingly important to target potential buyers outside the usual channels. With the lack of mortgage liquidity hampering the housing market, initiatives such as this enable us to widen our reach and showcase the opportunities available."

The Campus, in Aberdeens Hilton area, is the former location of Aberdeen Universitys School of Education. Over the last two years, it has been transformed into a modern urban village offering a range of homes, from contemporary apartments to townhouses, grand detached homes and refurbished residences in beautiful, traditional, granite-faced properties.

It is currently offering apartments with balconies in the Lennox Building, with some boasting stupendous views of the city and beach, from 170,000.

In the sought-after west end of Aberdeen, just off Kings Gate, prices of the exclusive four-bedroom homes in Rosewell Gardens start at 550,000.

<http://www.pressandjournal.co.uk/Article.aspx/925681>

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Residents of Malaysia's capital city Kuala Lumpur are being treated to a glimpse of the Granite City



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